



Plain Talks & News

DECEMBER, 1967

A Full Measure of Joy ...

This happy time of the year is our favorite occasion to thank you and your families for your loyal and dedicated support and for fulfilling your responsibilities to our customers and to the Company.

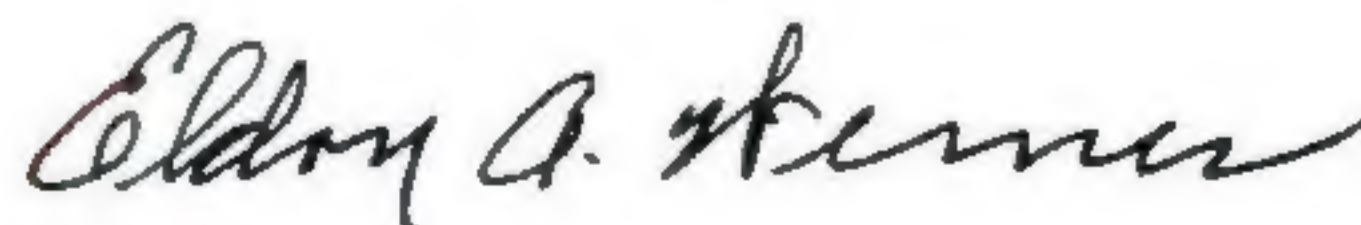
We can be justly proud of our accomplishments during the past year, particularly our safety record which resulted in a vastly improved record of man-hours worked without a disabling injury.

The future presents many challenges and opportunities, which we anticipate with confidence. Industries are expanding and many new ones will move into our area, bringing with them new jobs, increased payrolls and greater prosperity. Forecasts indicate that our load will double within the next five years.

The past has been kind to us and our future looks even brighter. Let us all resolve to work together in a concerted effort to further improve our service to customers and to mark up an even more impressive safety record in the year ahead.

Our wish for you and your families, a full measure of the joy of Christmas and the very best of everything throughout the coming year.

Sincerely,

A handwritten signature in black ink, reading "Glenn Richard". The signature is written in a cursive style with a long horizontal line extending to the right.A handwritten signature in black ink, reading "Eldon A. Kerner". The signature is written in a cursive style.



Our Cover

"Visions of sugarplums" dance in the head of Miss Lauri Sisk as she says her bedtime prayers before the Christmas tree. Lauri, 3, is the daughter of Wally Sisk of the Advertising Department.

Plain Talks and *GSU* News • Vol. 45, No. 12 • December, 1967



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PUBLISHED MONTHLY FOR GULF STATES UTILITIES EMPLOYEES

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What's your daddy do at GSU?

"WHAT DOES YOUR DADDY DO at Gulf States?" may not seem such a tough question to you, but it was for many of the little Christmas ornaments adorning these pages.

Some of the answers accompanying the pictures were arrived at only after a lot of crinkling up of noses and glances around the room. For some, several minutes of silent concentration were necessary before a reply to the puzzling new thought could be recorded.

But everybody did have an answer and most were very good. How close a description of daddy's job was recorded is simply a matter of how fast the reporter could write and how far a youngster's imagination can stretch.



All the Baileys couldn't get into the picture, there are nine, so the photographer just took the three who were willing to tell what daddy did at GSU. The consensus was that he works in the Right of Way Department.

"That means when somebody owns land and daddy wants to put wires on it he has to go and ask them if its O.K." said Roxie Bailey, 5, center.

"When the storm came daddy went away to fix wires too," chimed in Mark Bailey, 7, left. Brett Bailey, 8, assured all present that that was true.

Daddy for this handsome crew is Clarence Bailey, right of way man at Baton Rouge.



The sun was in the eyes of Shelly Franklin, 3, when this picture was taken but afterward she was kind enough to explain that her daddy, Butch Franklin, supervisor of customer accounts, Beaumont, worked at Gulf States and that he leaves in the morning and stays there all day"



"My daddy works on electricity and helps our living to be better. He works very hard and is a good worker," was how Wade Fruge, 7, described daddy's job at Gulf States. Daddy is Sheldon Fruge, maintenance planner at Neches Station in Beaumont.



Becky Bradley, 3½, was kind enough to tell the man that her father worked with "refrigerators and a big typewriter."

What daddy Ray Bradley does with that big typewriter is hard to tell because he's an appliance repairman first class in Lake Charles.



Julie Neil, 4, was proud to announce that her daddy works in the substation department at GSU.

"He turns the lights on and off for a whole lot of people," was her reply to the photographer's question.

This pretty lady is the daughter of J. R. Neil, substation mechanic first class, in Baton Rouge.



"He works on stoves and meters, and dryers and washing machines and he climbs on poles," was how Billy Todd Singletary, 5, said his daddy spent his time at GSU each day.

Billy is the son of Ernest Singletary, serviceman at Navasota.



Perky Miss Marti Long, 7, explained that daddy worked in the gas department.

"Whenever somebody's stove gets broken daddy goes and fixes it," is how she described what her daddy does at GSU.

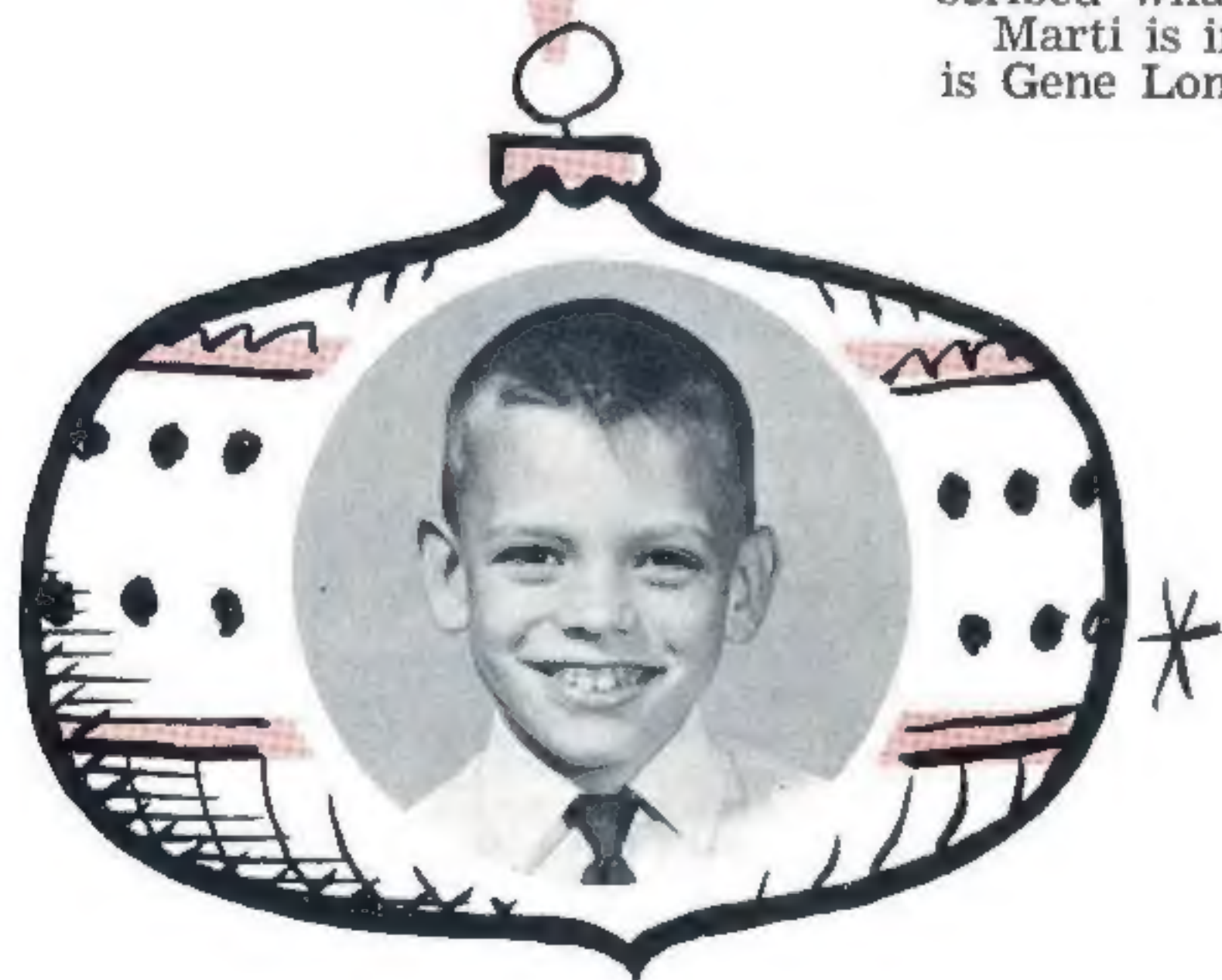
Marti is in the second grade. Her daddy is Gene Long, serviceman in Baton Rouge.



Robbie Fleming, 6, explained that his dad was a very busy man at GSU.

"He works with computers and things and a computer is a machine. He works in his office sometimes too and punches cards," he said.

Bob Fleming is a project leader in the IDS Department in Beaumont.



Randy Degner, 8, seems quite confident that his father is doing a good job for the company for he told us, "He works in the Engineering Department and tries to help people have better electric service."

Randy is the son of Charles Degner, engineering assistant at Orange.



This pair of lookalikes are eight-year-old twins belonging to Jack Ogden, residential salesman at Woodville. At left is Brian who tells us in no uncertain terms what his daddy does at Gulf States, "Daddy's a salesman ain't he? He sells stuff."

Bruce seemed a little less sure about daddy's duties. He said "Daddy tells people where to go and he fixes washing machines and has coffee. He also rides around in his car."

James Stout, GSU district serviceman and mayor of Somerville, Tex., pauses a moment at the soon to be completed Somerville Dam and Reservoir.

Mayor and Mrs. Stout discuss a coming bond election with a constituent on Somerville's Main Street.



The Mayor of Somerville

"EASY TO TELL your troubles to, always smiling, and a man trying to get things done for his town." This is what his fellow townsmen say of James E. Stout, GSU district serviceman and mayor of Somerville, Tex.

He talks with the town banker of bond issues and amortizations with a style and candor that would impress a Wall Street financier. The next moment, with a kind concern, he speaks to the town's oldest citizen of his new dog.

He is "Jimmie" to both men. They feel equally at ease in his presence.

Mr. Stout became mayor of this Burleson County community after serving several years on the Somerville City Council. "When the former mayor left for another town, the council appointed me to fill his term," he says.

Last April he was unopposed in an election which gave him the post for another two years.

Somerville is a town of some 1,400 set amid the farming and ranching area north of Houston.

From its founding in 1913 the town has been a railroading center of a type common throughout our service area. These are small quiet towns, ideal places to raise a family.

"Somerville has a real chance to become a busy little metropolis right now," says Mr. Stout. "The dam and lake can mean a big change here if things go as we've planned."

He is speaking of the soon to be completed Somerville Dam and Reservoir which the Corps of Engineers is constructing a couple of blocks from Main St.

"There is no reason in the world why the new motels and marinas being planned for the town should not bring prosperity and plenty to this area," says Mayor Stout.

The dam, located on Yegua Creek, will cause more than 12,000 acres of arid woodland to be underwater permanently, with facilities to handle 24,000 acres of water at flood stage. Parks and recreation facilities have been built and two marinas are planned for the day when the water level in the reservoir rises to accomodate them.

Mr. Stout joined GSU in 1948 as a helper on the line crew in his home town of Conroe, Tex. He is married to the former Adele Jordan of Willis, Tex. They have two lovely daughters.

Carol, 16, is a junior at Somerville High and head cheerleader for the school, while Debbie, 12, is a member of the band.

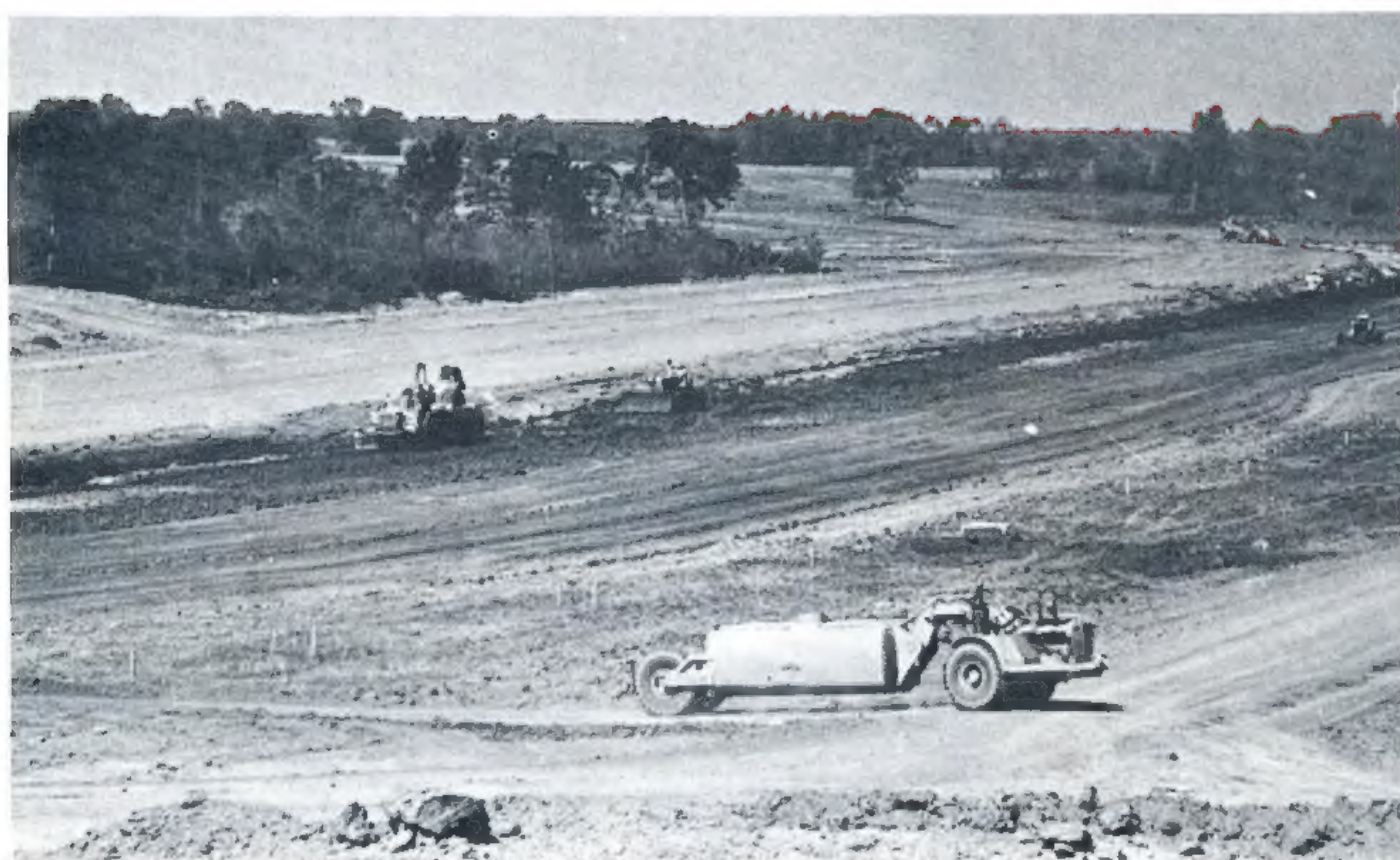
For a place that didn't get its first paved street until the 1940's, Somerville is truly advancing today. Fine leadership seems the element necessary for the town to reach the pinnacle of its potential. That some of this leadership is being provided by a Gulf Stater is not surprising. ■■



(Above) Mr. Stout and Mrs. Nancy Curling, local office clerk at Somerville, look over the books in GSU's office at Somerville. (Below) Willie Woods, Somerville's oldest citizen, is pleased to discuss old times with Mayor Stout.

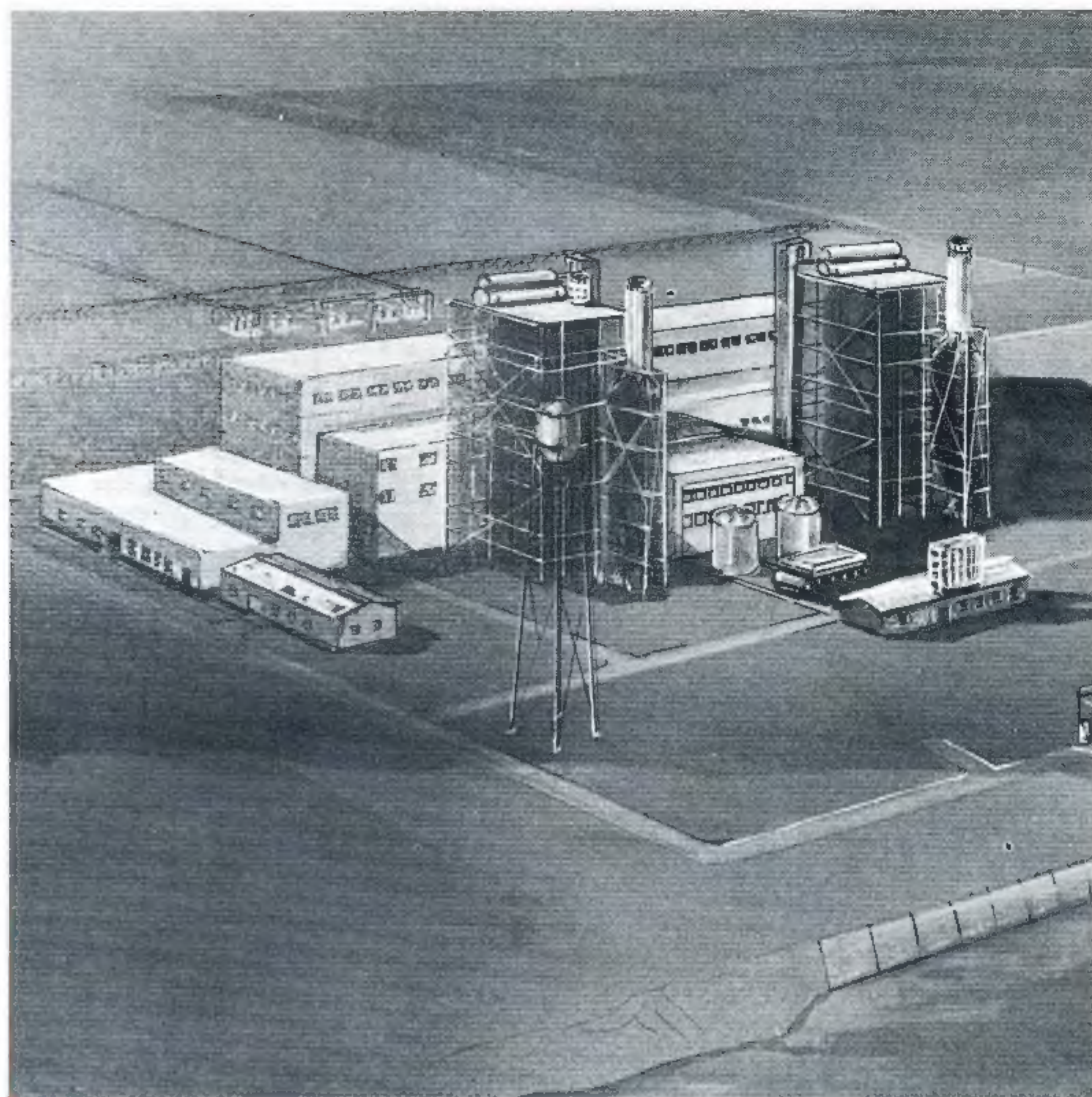


Work Begun On Lewis Creek



Reservoir

**1,000 acres of water
will serve company's
sixth power plant
scheduled for
completion in 1970 - 71**



MAN-MADE "CATS" are now stalking over some 2,500 acres of timber and pasture land in Montgomery County, Tex., where bobcats and other animals used to roam. The giant tractors and bulldozers are scraping and digging a 1,000-acre hole which has already been named Lewis Creek Reservoir.

The "cats" were moved in October 11 by Brown and Root Construction Company of Houston to begin preliminary clearing and leveling operations for construction of Lewis Creek power plant and reservoir, our first such facility in the Navasota Division.

Viewed from the observation tower at the work site, the heavy machinery scurrying over the countryside resembles an array of brightly colored mechanized animals. When their work is complete, these machines will have transformed the area into "powerland."

In addition to the reservoir, there will be a 2.4-mile-long dam made of some 2½ million yards of dirt. The huge mound will stretch to 40 feet in height. Into the spillway at the site will go 8,000 cubic yards of concrete.

Also included in initial construction work are 3½ miles of 33-inch pipeline to the proposed Lake Conroe and a 3-mile railroad spur over which plant equipment will be transported.

Actual construction of the power plant, to be

located adjacent to the reservoir, is scheduled to start early in 1968. The first of the two 273,000-kilowatt turbogenerator units is programmed for operation in 1970. With the completion of the second unit in 1971 Lewis Creek will be capable of producing 546,000-kilowatts of electricity. The plant is designed for an ultimate power capability of 1,000,000 kilowatts.

In addition to scenic beauty, the project is having a beneficial economic impact on the surrounding area.

About 60 percent of the construction workers employed on the project are area residents. The average weekly payroll during the peak construction period will be more than \$38,000.

When construction is complete, 35 permanent GSU employees will operate the facility.

Lewis Creek will also mean additional tax money for the county. More importantly, Dick Merkel, editor of the Conroe Courier, notes that the plant will serve as incentive for further industrialization of the area.

The construction of Lewis Creek Station is a good example of how this once "rural" corner of the GSU system is rapidly becoming an industrial and tourist center equal to any in the nation. Just one more example of how Gulf States is a partner in progress throughout the area we serve.

SERVICE AWARDS

FORTY YEARS



T. O. Charlton
Executive
Orange

THIRTY YEARS



L. L. Thompson
Production
Neches Station

TWENTY YEARS



W. L. Armstrong
T&D
Orange



S. L. Eisworth
T&D
Baton Rouge



Rose R. Johnson
T&D
Beaumont



W. L. Simpson
Eng. Planning
Beaumont

TEN YEARS



Nancy Bowman
T&D
Baton Rouge



T. L. Broussard
T&D
Lafayette



Harold Crisler
Gas
Baton Rouge



Charles Degner
Engineering
Orange



A. H. Demers, Jr.
T&D
Baton Rouge



Barkley E. Lilley
T&D
Cleveland



W. J. Meaux
T&D
Lafayette

Earl J. Miles
Treasury
Denham Springs

Bob Perry
Production
Neches Station

W. J. Picard
T&D
Baton Rouge

J. L. Rabalais
T&D
Baton Rouge

W. L. Sikes
T&D
Beaumont

Peggy B. Stout
IDS
Beaumont

Imogene Davis, Thomas Brown Retire Jan. 1 In Beaumont Div.

Two retirements in the Beaumont division become effective January 1 with the departure of Imogene L. Davis, executive secretary, and Thomas F. Brown, primary and special tester in the meter department



Mrs. Davis has been with the Company 38 years and Mr. Brown has been a Gulf Stater for 40 years.

Mrs. Davis is a native of Henderson, Tex. She is a graduate of Henderson High School and East Texas Baptist College, formerly College of Marshall (Tex.) She also attended Lon Morris College at Jacksonville, Tex. formerly Alexander College.

She has one son, Richard Davis, an attorney in Galveston, Tex.

Mrs. Davis joined Gulf States as a mail clerk. She was later file clerk and typist and she became clerk assisting the head of the Steno Department in 1935. In 1941 she rose to stenographer-clerk and assistant head of the Steno Department.

She also served as a stenographer in the Statistical, Credit and Collections and Sales Departments. She was made secretary executive in 1958.

She is a member of the First Baptist

Church of Beaumont.

Asked about retirement plans, Mrs. Davis says that she plans to take each day as it comes without any set schedule.

Mr. Brown joined the Eastern Texas Electric Company in 1927 as a motorman on a streetcar.



Thomas F. Brown that department and retires as primary and special tester.

Mr. Brown is a native of Warren, Tex. He was raised in Nacogdoches, Tex., however, and is a graduate of Nacogdoches High School. He also attended Lamar Tech in Beaumont.

He is married to the former Effie Mahon of Fannett, Tex. They have two married children and one grandchild.

Mr. Brown is a member of Beaumont Masonic Lodge No. 286, the Texas Consistory of the Scottish Rite at Galveston and the Shrine Temple at Galveston. He is a Thirty-Second Degree Mason and a member of the Elvina Shrine Patrol of Beaumont.

The family attends Calvary Baptist Church of Beaumont. 

Gulf Staters in the News

- **Jack Worthy**, director of community relations for the Baton Rouge Division, was recently appointed chairman of the Governmental Affairs Committee of the Baton Rouge Chamber of Commerce.

The appointment was made by Chamber of Commerce President Frank S. Craig.

- **N. G. Carpenter**, supervisor of industrial and commercial sales in Lake Charles, was re-elected to the post of director for the Lake Charles chapter of the Louisiana Restaurant Association.



"WHERE'VE YOU BEEN, JONAH---YOU SMELL LIKE FISH ?!"

LETTERS

From employees, customers and friends of GSU

BEAUMONT

Editor of Plain Talks

Beaumont, Texas

Dear Sir,

I am sending this picture of Simon Johnson's grandson, (Mr. Johnson is deceased), because he says he wants to be in **Plain Talks** just like his grandfather was.

His name is Bryan Louis. He is eleven years old and in the sixth grade.

Bryan says he wants to grow up and be a GSU man just like his "pa-pa." He also says he is going to fish like his grandfather.

I want to thank you for keeping me up on the news. I will always feel a part of the wonderful Company.

Very sincerely yours,
Mrs. Simon E. Johnson



Bryan Louis

Mr. Johnson worked in the T&D Department at Baton Rouge from 1937 until his death in 1966.

Dear Mr. Bishop:

I cannot tell you how much we appreciate your help at our recent World-fellowship Carnival. The lighting was perfect and the number of outlets sufficient.

The carnival was a complete success. We reached our goal of \$200 and the girls thoroughly enjoyed the evening.

Thanks again for your help.

Sincerely,
Annie Laurie Richardson
Young Women's
Christian Association

Dear Mr. Dugas:

I am the Gold Star Boy of Orange County. I was present at the Gold Star Awards Banquet in Houston on November 4.

I, as a 4-H member and Gold Star Boy, know that without the help of many people, we could not have the privileges we have now. I know that Gulf States Utilities is one who helps us in 4-H.

As for myself, and I know I am speaking for all 4-H'ers, I wish to thank you for making 4-H a big success. We are really grateful to know that people do care for organizations such as 4-H, and that they want to see it continue.

I would like to meet you, for I don't think I had the privilege at the banquet.

Thanks again,
Jimmy Bartlett

BATON ROUGE

Gulf States Utilities

Baton Rouge, La.

Dear Miss Babin:

Each member of the staff as well as our guests for the Home Maker's Holiday program would like to extend our appreciation for the wonderful exhibit and delicious samples you provided for us on Wednesday.

Thank you for helping to make our day a success.

Sincerely,
(Mrs.) Lucille K. Jack
Acting Adult Program
Director
Young Women's
Christian Organization

LAKE CHARLES

Good morning:

My service request of 11-27-67 was taken care of satisfactorily.

I can only say, you have very dependable personnel, in case of emergency, they sure know what to do.

Thank you so much.

Mrs. Benaudez

Mr. Demers

Roy S. Nelson Station

Dear Sir:

The fourth, fifth, and sixth grade of Vincent School would like to thank you and your staff members for taking their time to show us around the plant. We would also like to thank you for all the souvenirs which we received.

Thank you very much for the interesting experience.

Sincerely yours,
Timothy Landry
Vincent School
Sulphur, Louisiana

ORANGE

Gulf States Utilities Co.

Orange, Texas

Dear Mr. Charlton

This is to tell you about an excellent service rendered to my home by your employee Mr. Dalton Woodward. On Sunday I called Mr. Woodward in regards to a part that had broken on our G. E. Range which left us without current to cook, so he informed my wife it would take two weeks to secure it, but Tuesday he had the part and the men to fix the stove.

I think this is top service rendered to our home, so thank your valuable employee for his unusual service to us.

Just a customer, 100% current.

Sincerely
E. A. Gregory

Four Receive Promotions In Baton Rouge

Four promotions became effective recently in the Baton Rouge Division.

Ralph M. Knobloch, formerly supervisor of credit and collections, was made purchasing agent; Van B. Hereford, Jr., formerly supervisor of customer accounts, was made supervisor of credit and collections; Bernard L. Campo, Jr., formerly meter reader supervisor, was made building and grounds maintenance supervisor; and Edward B. Picou, formerly collector, was made meter reader supervisor.

Mr. Knobloch, a native of Beaumont, joined GSU in 1956 in the accounting department there.



Ralph Knobloch The Lamar Tech graduate has held various accountant positions in the Customer Accounts and General Accounting Departments and has been a buyer in the Purchasing Department. He was made supervisor of credit and collections and transferred to Baton Rouge in 1963.

Mr. Knobloch is married to the former Rosemary Hunter of Beaumont and has two daughters, Staci Michelle and Kathryn Patrice.

In 1957, Mr. Knobloch served as general chairman for our Company in the fund-raising campaign of the Beaumont United Appeals. He was president of IEWU Local #1 for several years.

Mr. Hereford, a native of Madisonville, Tex., has been with GSU since 1955. He joined the company following his graduation from Sam Houston State College at Huntsville, Tex. He was made a senior accounting clerk in General Accounting in 1956 and was pro-

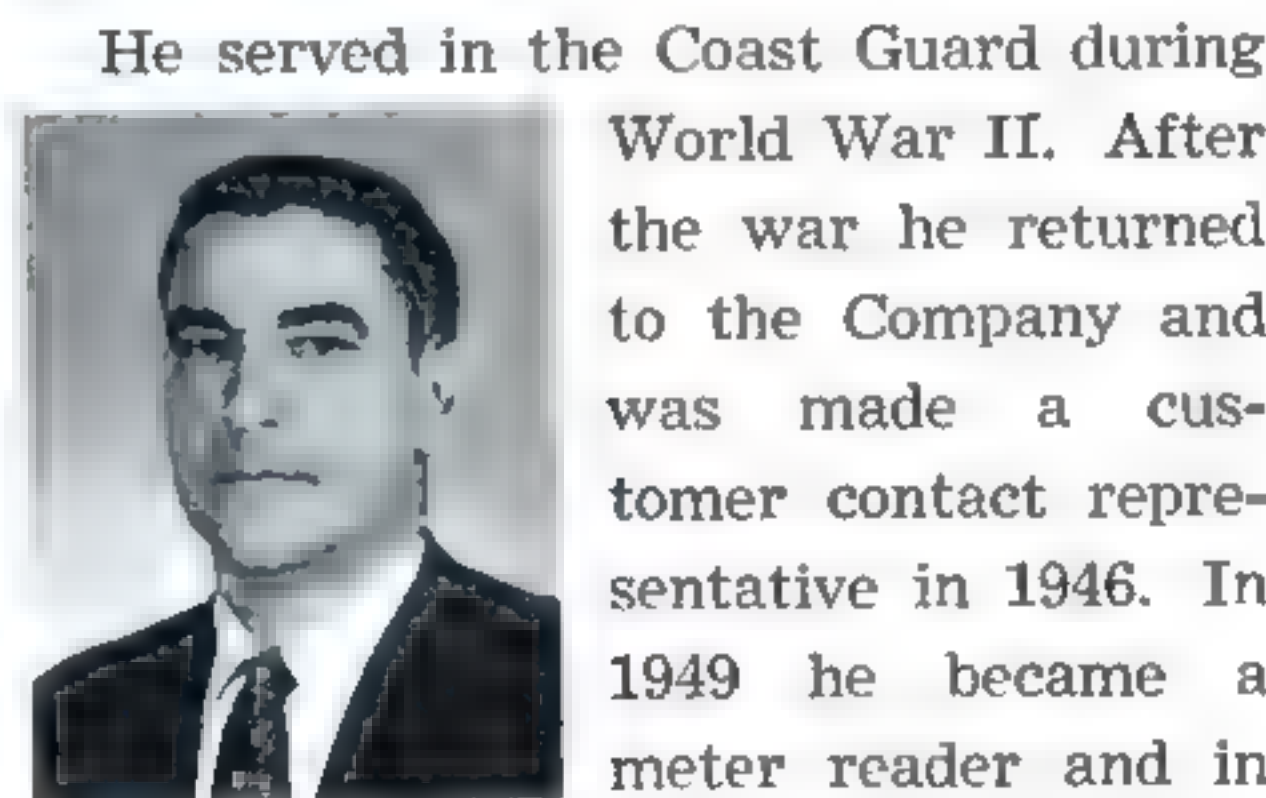
moted to accountant in 1960.



Van Hereford, Jr. Carter of Newton, Tex. They have two children. Debra Kay, 10, is in the fifth grade and Kelly, 8, is in the third grade.

The family attends Broadmoor Baptist Church.

Mr. Campo is a native of Paincourtville, La. He has been a Gulf Stater since joining the Company as a messenger in 1942.



Bernard Campo He served in the Coast Guard during World War II. After the war he returned to the Company and was made a customer contact representative in 1946. In 1949 he became a meter reader and in 1960 he was promoted to meter reader supervisor.

Mr. Campo is married to the former Eva Simoneaux of Paincourtville. They have three children. Bernard L. Campo III, 19, is in the U. S. Marine Corps stationed at San Diego, Calif., Robert, 15, attends Istrouma High School in Baton Rouge and is a member of the band, and David, 9, is in the fifth grade at St. Gerard Elementary.

Mr. Campo is a member of the Knights of Columbus Council 3331 and is treasurer of the Kilowatt Klub.

The family attends St. Gerard Catholic Church in Baton Rouge.

He was made supervisor of Customer Accounts and transferred to Baton Rouge in 1964.

Mr. Hereford is married to the former Mary Elizabeth

Mr. Picou joined Gulf States in 1927 as an office boy. He became a meter



Edward Picou Rouge.

The Baton Rouge native is a graduate of Catholic High School formerly St. Vincent's Academy.

He is married to the former Violet Babin, also of Baton Rouge. They have three children and three grandchildren.

Mr. Picou is a member of the Holy Name Society and the Usher's Society at St. George Catholic Church which the family attends. ■

Death Claims Oliver Busby

Oliver Busby, 58, laborer in the Substation Department at Beaumont, died suddenly December 3, at his home in Silsbee, Tex.



He had been with the Company since 1946.

Mr. Busby is a native of Village Mills, Tex. He served in the U. S. Army Signal Corps from 1942-45.

He is survived by his wife, the former Leeheather Esters, one daughter, and one grandchild. ■



Welcome Aboard!

ENGINEERING DEPARTMENT

James G. Oberg, Eng. Helper, Beaumont
Harold D. Rodgers, Eng. Helper, Beaumont
Patricia E. Broussard, Dept. Clerk, Beaumont

INFORMATION & DATA SERVICES

Barbara L. Hayes, Key Punch Operator, Beaumont

TREASURY DEPARTMENT

Reginald C. Syas, Laborer I, Lake Charles
Marcia N. Gilley, Local Office Clerk, Cleveland
Darlene J. Harden, Stenographer, Beaumont
Linda D. Springer, Billing Clerk, Beaumont
Edward B. Randolph, Meter Reader, Orange
Jack L. Donohue, Meter Reader, Baton Rouge
Lionel P. Langlois, Meter Reader, Baton Rouge
Kay E. Elphick, Clerk, Baton Rouge
Betty R. Miller, Clerk, Lafayette
Constance S. Leonard, Clerk, Baton Rouge
Glenda W. Ezzell, Clerk, Beaumont

SALES DEPARTMENT

Gayle C. Creel, Residential Sales Repr., Baton Rouge

ADMINISTRATIVE SERVICES

Cheryl-Faye B. Carrell, Stenographer, Beaumont

PERSONNEL DEPARTMENT

Shirley L. Eberhardt, Stenographer, Baton Rouge
Ronnie D. Nickens, Meter Reader, Gonzales
Jean F. Sandifer, Clerk, Orange
Charlotte A. Champagne, Clerk, Lafayette
William P. Withers, Storeroom Assistant, Baton Rouge
John O. Yarbrough, Jr., Residential Sales, Baton Rouge
Richard J. Guillory, Residential Sales Repr., Lake Charles

James Major, Operator's Helper, Baton Rouge

Grafton R. Rawlinson, Mechanic's Helper, Lake Charles

William E. Rice, S/Sta. Operator, Beaumont

Gary R. Holt, Helper, Baton Rouge

Donald R. Johnson, Jr., Helper, Baton Rouge

Donald E. Morgan, Helper, Baton Rouge

Barry F. Glover, Helper, Baton Rouge

Edward G. Welch, Helper, Lake Charles

Boring J. Janice, Helper, Lafayette

John A. Menard, Shop & Field Tester, Lafayette

Miles J. Willis, Communications Serviceman, Beaumont

John F. Vandergrift, II, Eng. Helper, Port Arthur

Sherman J. Billedeaux, Eng. Helper, Lake Charles

Geraldine K. Terry, Dept. Clerk, Beaumont

Pamela J. Thompson, Dept. Clerk, Lake Charles

Michael S. Durham, Engineer, Baton Rouge

Candise T. Mathis, Stenographer, Beaumont

Michael Petry, Eng. Helper, Beaumont

John M. Minter, III, Eng. Helper, Beaumont

Billy W. McWherter, Eng. Helper, Beaumont

Eugene Barry, Jr., Eng. Helper, Beaumont

Norman B. Collier, Eng. Helper, Beaumont

Robert P. Borinstein, Eng., Helper, Beaumont

Marvin K. Ayres, Computer Operator, Beaumont

Linda A. McClintock, Dept. Clerk, Beaumont

Hubert Guillory, Laborer I, Lake Charles

Linda R. Harrison, Local Office Clerk, Cleveland

Floy J. Tate, Stenographer, Port Arthur

Kenneth W. Savignol, Meter Reader, Baton Rouge

Anthony J. Printz Retires December 1

Anthony J. Printz, garage mechanic first class in Baton Rouge, retired December 1 after 26 years with our Company.



A native of Marks-ville, La., he is married to the former Leontine Cayer of Cottonport, La., and Anthony Printz has two married daughters, Mrs. Richard Miner of Houston and Mrs. Wally Cox of Lafayette.

He joined GSU July 29, 1941 as a garage mechanic second class and was promoted to garage mechanic first class in 1942.

Mr. Printz, an avid hunter and fisherman, was given a fish supper and gift Nov. 30 by his friends in T&D.



J. R. Murphy, vice president-personnel manager, addresses a meeting of the Conference on Engineering in the Modern Electric Utility at Baton Rouge. The conference, a joint undertaking of the five investor-owned utilities in Louisiana, further acquainted engineering educators and students from Louisiana with the challenges available in our industry. Gulf Staters pictured above are second from left, Ray Clausen, supervisor of system planning and Gulf States' speaker at the meeting, Mr. Murphy, and R. W. Sherwood, vice president-engineering and production, who gave the opening address.

Reynolds, Cassidy Transferred, Promoted in Baton Rouge Division

Two Beaumont employees have been transferred to Baton Rouge and promoted in November and December.

William B. Reynolds, formerly customer accounting coordinator in Beaumont Accounting Operations, was promoted December 1 to supervisor of customer accounts in the Baton Rouge Customer Accounting Department.

Omar K. Cassidy, formerly an engineer in Beaumont Engineering Planning, was promoted to supervisor-relaying

and communications in Baton Rouge T&D.

Mr. Reynolds is a native of Beaumont and attended Lamar Tech. He is married to the former Helen Vance of Tooele, Utah, and has three children,



William Reynolds Russell, 11, Debbie, 8, and Laurie, 7. All three attended Roy H. Guess Elementary School in Beaumont.

He served in the U. S. Air Force from 1951 to 1955 and is a member of the Church of Jesus Christ of Latter Day Saints.

Mr. Reynolds joined GSU in 1956 as an accountant and held several positions in the Accounting Department before being made customer accounting coordinator in the System and Procedures Department in 1965 and transferred to the same post in Accounting Operations in 1966.

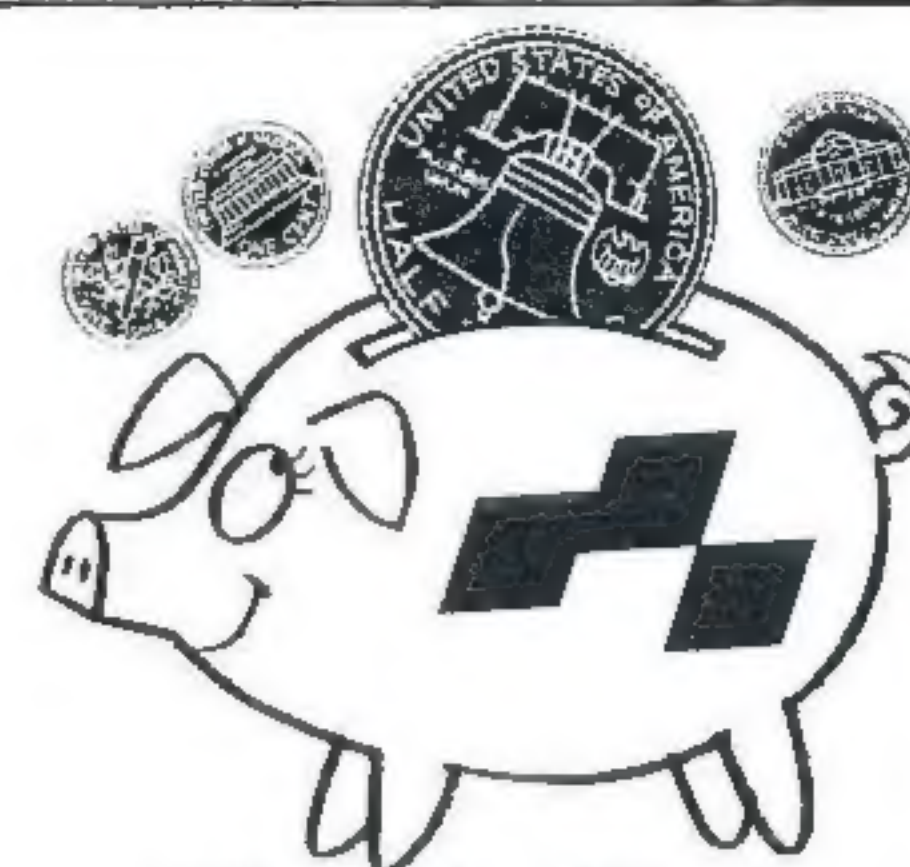
Mr. Cassidy, a native of Singer, La., received his B.S. degree in electrical engineering from Lamar Tech in 1966.



Omar K. Cassidy three children, Fred, 10, Rodney, 8, and Ted, 5.

Mr. Cassidy joined GSU in Beaumont in 1949 as a rod and chainman in System Engineering and became a helper in the Relay Section a year later. He was made a relayman first class in 1954 and transferred to Port Arthur in that position in 1960.

He was promoted to engineer in Beaumont System Engineering after receiving his degree in 1966.



Thrift Plan

PURCHASES OF GSU stock made by the Trustee during November covering employee deductions and Company contributions through October were as follows:

3472 shares of common stock at a total cost of \$75,744.75 or an average cost per share of *\$21.816.

253 shares of \$4.40 Preferred stock at a total cost of \$18,795.25 or an average cost per share of \$74.290.

* Average brokerage and commission approximately \$0.30 per share.

The Trustee also deposited \$20,784.71 with the Savings Department of the First Security National Bank of Beaumont.

Packers Apply Heat On Football Field

The Green Bay Packers have decided to play football on an electric gridiron.

Early advent of winter in Green Bay has caused some problems with frozen ground along with snow in the late season. The Packers decided to eliminate these problems by heating Lambeau Field.

General Electric supplied the heating system which consists of 14 miles of heating cable buried 6½ inches under the turf. The system has a capacity of 780 kilowatts, and it automatically turns on when the temperature falls below 45 degrees Fahrenheit.

Manual controls allow the groundkeepers to heat up the field ahead of an anticipated cold spell.

While Green Bay was providing an electric blanket for its playing field, the Cleveland Browns have put electricity to use by installing better lighting at Cleveland Municipal Stadium so that night games can be televised in color.

Former Line Foreman Dies In Lafayette

Plain Talks wishes to apologize to all concerned for running the wrong picture with this story last month.

The Lake Charles division was saddened recently by news of the death of retiree Renix J. Broussard, October 10.



Mr. Broussard, who joined GSU in 1937, was in the line department at Lafayette some 29 years before his retirement

Renix J. Broussard in February of 1966.

Starting out as a helper, he progressed to lineman first class in 1943 and was promoted to line foreman in 1948.

He is survived by his wife, the former Rose Drago of New Iberia.

New Color Film Is Now Available

A new 28 minute color film entitled "Economic Education: A Part of the Main" has recently been made available free of charge for use by service groups.

The film was produced under a grant from the Sears-Roebuck Foundation for the Joint Council of Economic Education. It illustrates how some schools are meeting the need for economic education through cooperative planning with the Council and its Affiliated Councils and Centers for Economic Education.

A well prepared discussion leader's manual accompanies each film.

Requests should be addressed to:

The Sears-Roebuck Foundation
7435 Skokie Blvd.
Skokie, Ill. 60076

Long Time Gulf Staters To Retire From Baton Rouge Division Jan. 1

Two long time Gulf Staters are slated to retire soon from the Baton Rouge Division.

William M. Wilkinson, purchasing agent, and Helen Smith, executive secretary, both retire effective January 1.

Mr. Wilkinson joined GSU in 1923 as a repairman at the street car barn in Baton Rouge and in 1925 he was made storekeeper there.



In 1934 he joined the Accounting Department and worked in all phases of accounting until 1946 when he was made a stores accountant in the Purchasing Department. He worked his way up through several positions in this depart-

ment and in 1966 he became Purchasing Agent.

Mr. Wilkinson is a native of Woodville, Miss. He is a graduate of Woodville High School and he attended Mississippi State University, formerly Mississippi A&M College.

He is married to the former Eleanor LeCog of New Roads, La. They have one married daughter, Mrs. Blanche Green of Baton Rouge, and two grandchildren.

Mr. Wilkinson is Past Master of Capitol Lodge No. 399, a member of the Baton Rouge Chamber of Commerce, the Greater Baton Rouge Purchasing Agents Association, the Traffic Club of Baton Rouge, and St. James Episcopal Church.

Fishing and hunting highlight Mr. Wilkinson's retirement plans.


Mrs. Smith, a native of La Fayette, Ga., joined Gulf States in 1936 as a stenographer in Baton Rouge. In 1943 she was made executive secretary.

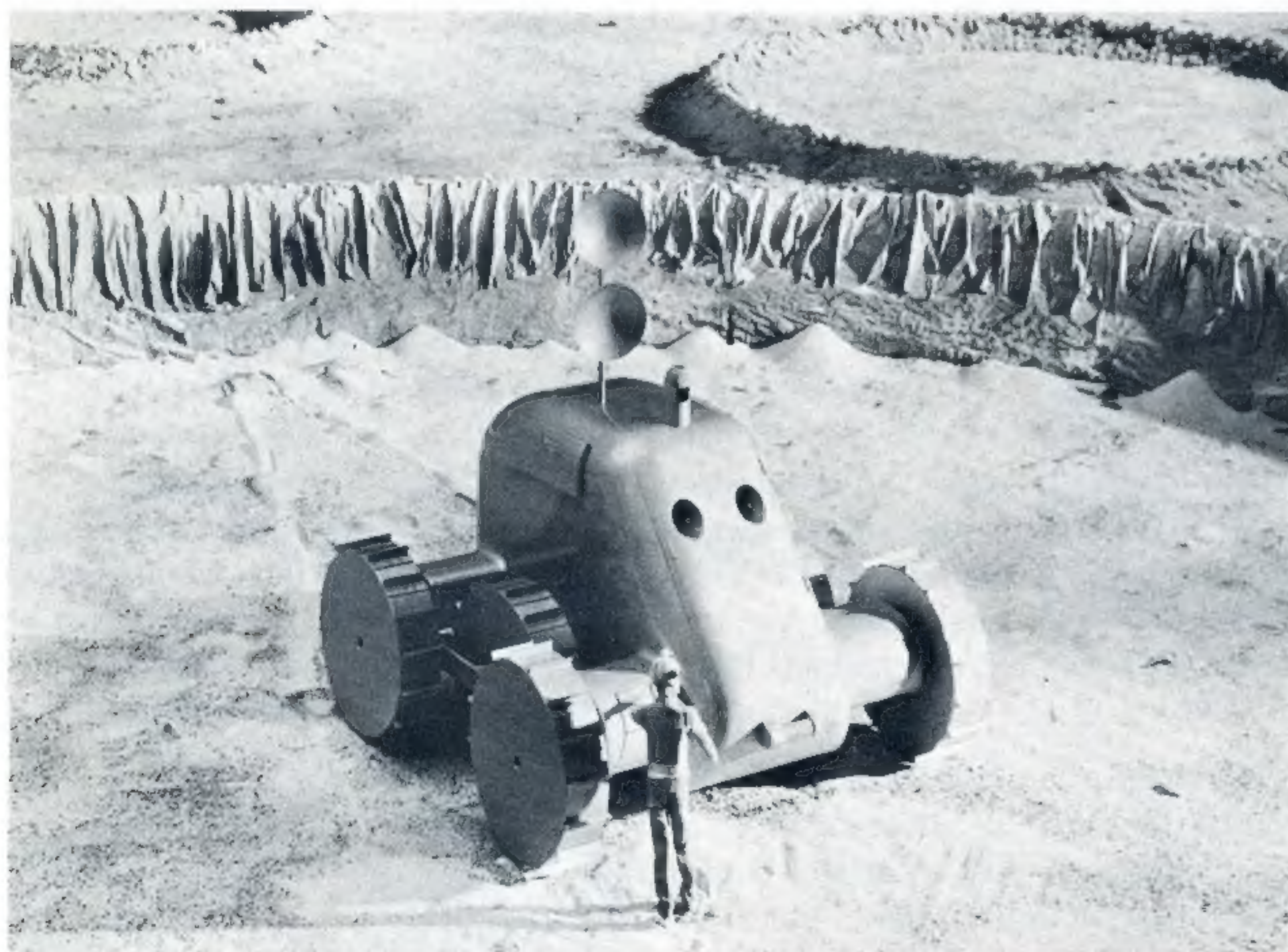


She is a graduate of Vicksburg High School in Vicksburg, Miss. She also attended Louisiana State University and Baton Rouge Business College.

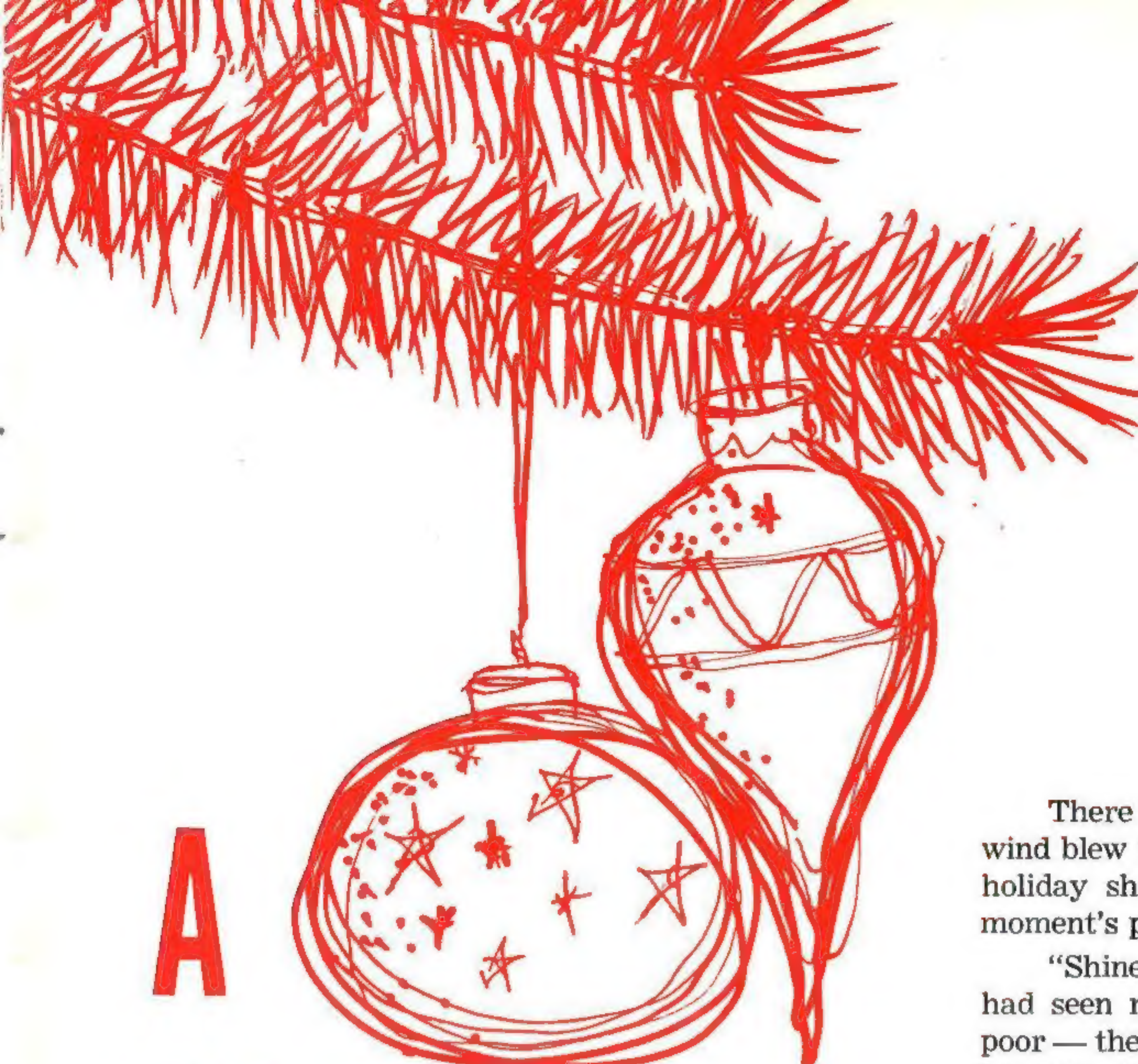
Mrs. Smith is married to Goode Smith, city-parish councilman for East Baton Rouge Parish. He is retired from Louisiana State University.

Mrs. Smith is a very active member of the First Baptist Church of Baton Rouge. She is also a member of Beta Sigma Phi social sorority and she is a shareholder in the Woman's Club House Organization in Baton Rouge.

She is well known in Baton Rouge in both civic and social circles and she is an avid Bridge player. She is also known for her particular talents in the garden where she has found much success with the raising of camelias. 



Gulf States and over 100 other investor-owned electric light and power companies associated with the Electric Companies Advertising Program will be exclusive sponsors of "Tomorrow's World," a series of one-hour television specials produced by the News Department of the National Broadcasting Company. The first of these documentaries will be seen on the NBC network Friday, January 5 at 9 p.m. Central Time. Stations in our service area carrying the telecasts are KJAC-TV in Port Arthur, KPLC-TV in Lake Charles and WBRZ-TV in Baton Rouge.



A Christmas Story

There was no snow. But the chill December wind blew its icy blast down the street crowded with holiday shoppers. I ducked into a doorway for a moment's protection.

"Shine, Mister?" The question startled me. I had seen nobody in the doorway. He was ragged, poor—the prototype of a shoe-shine boy in the big city. I had seen many like him before, and no, I didn't want a shine.

I plotted an escape route from the doorway. I knew I couldn't give him another glance. As I turned to go he said, "It's special today—only a dime, mister. Business ain't so good."

I raised my foot but not to go. Looking down I set it on his shoe box. Neither of us spoke. Finally I said,

"Figure to earn much on a cold day like this?"

"Maybe a dollar."

"How much so far?"

"Thirty cents. It's slow."

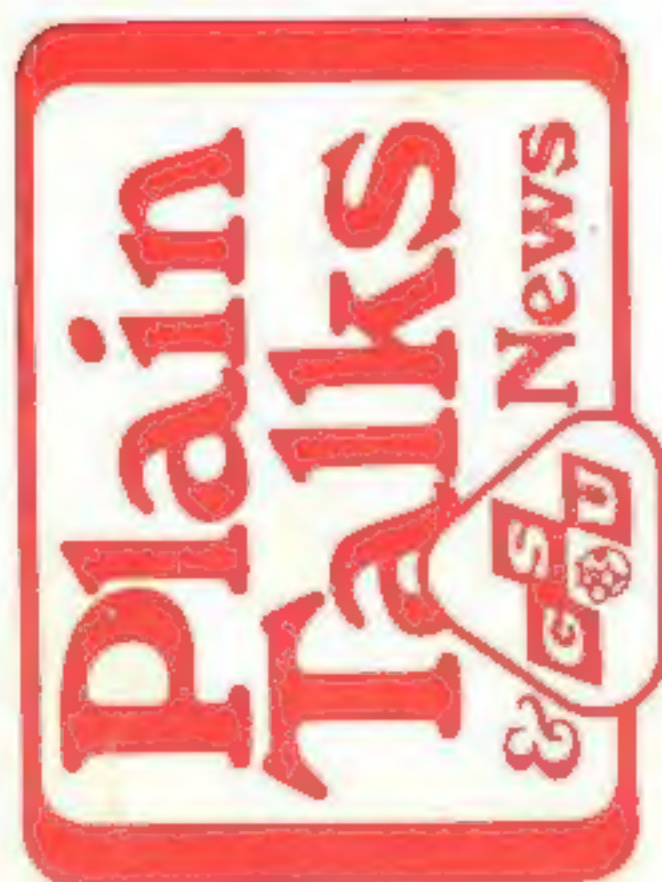
I knew what I had to do and I did it. Out on the sidewalk again I walked more swiftly. He was gratified but not obsequious.

About an hour later—by one of those strange coincidences which sometimes happen in the city—I saw the boy, wearing the same clothes but with face and hands scrubbed. Over his shoulder, propped with an important air, was a small Christmas tree. He looked for all the world like the conquering hero bringing home his prize.

That night we dressed our tree and as I stood back to look at it, I thought about how little we appreciate the much we have.

Then it came to me—what a tremendous bargain I had made. I had given a boy the price of a little Christmas tree. But how much more he had given me! ■

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